



FBLA MARKETING Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues presented in case are addressed completely	0	1–3	4–7	8–10	
Marketing's decision is clear	0	1–5	6–10	11–15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
All team members actively participate during the presentation	0	1–2	3–4	5	
Team members show self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Team members demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: